

WHICH ONE ARE YOU?



Jousting Jasmine/ Jousting Josh

As a Jousting Jasmine or Jousting Josh, you're charging ahead as an entrepreneur, but battling every day to build a profitable business. You're driven and courageous, getting up each time you fall, and facing opportunities and challenges with enthusiasm, even when family and friends urge you to 'get a real job'. You believe it can be done, and that you have what it takes to live your dream, but you feel a little bruised and need to learn how to market effectively, and make more sales.

What your issues tend to be

You're tired. The pressure of working long hours – probably working at least one other job to be able to afford to build your business and keep your bills paid, means that you sometimes end up working 16 hour days. You read all the positive thinking books you can get your hands on, but you still have days when – as I say in my song *Falling Forward* – you don't know who you are, why you're here, or why anyone should even care. That, along with the rejection that's part of the self-employment gig, leaves you feeling at times as if you are down to your last resources both financially and emotionally. You keep your head above water, and you consistently invest in yourself but although you love and believe in what you do, it sometimes feels as if you are running out of steam.

What you most need right now

Whether you're building a home business, tech startup, or creating a body of work as an artist, musician, author, or actor you need raving fans to support you on your journey. To bring together that audience you need to understand how to create a vision and learn how to share that vision with them through business bardship (high level storytelling, incorporating marketing, mindset, and deep meaning). As the one juggling all the balls, you need to develop an indiepreneurial mindset, able to work alone, speak – and pitch – your truth, take care of the message you put out to your market, and pull together a tribe to support your endeavors. You need to create passive residual income to pay your bills whether you work or not, and to set up systems that increase your income while giving you more time to breathe, sit back, spend time with your loved ones, and feel the wins.



Questing Quinn

As a Questing Quinn, you are on a mission for deeper meaning. You already see more into life than most. Friends may use the words 'wise', 'visionary' or even 'intuitive' when they talk about you. You see that there is more to your life here than just paying the bills. You are on a quest of some kind. Maybe you have a vision of being an author who inspires people around the world, or of playing on stage at Glastonbury, or of building a sustainable village. Whatever it is, you can picture it clearly, but the step by step process of getting there is a stumbling block. You can philosophize until the small hours in the kitchen at a party, and amaze people with your insights, but putting together a plan and taking the practical steps to realize your dreams isn't a strong point.

What your issues tend to be

Presenting your ideas may be a struggle. Although you have charisma, many Questing Quinns are introverts or ambiverts, making networking in person a difficult process. Although you may come alive on stage or at a festival, pitching your idea doesn't come naturally. You are concerned about 'selling out' or compromising your artistic integrity for money. At the same time, bills need to be paid. You may also have a spiritual or strong philosophical or ancestral context to your work that you need to honour in the way you bring your work into the world. This can add an element of vulnerability to the process. So you suffer cognitive dissonance, knowing that you must share your gift with the world, and that you deserve to be paid for doing so, but not being able to bring the art and entrepreneurship together in a way that feels both right and safe.

What you need to do right now

You need the space and time to create, and to think big thoughts. You also need money to pay the bills while you do this. You need to master passive residual income to give you the space and security to live your creative indiepreneurial life. You also need to learn wholeminded thinking strategies that will allow you both to be creative and to be successful financially so that you can sustain your vision for long enough for it to manifest fully, in a way that benefits others and you.



Epic Edie / Epic Eddie

You kick arse. As an Epic Eddie or Epic Edie, you're a total rock star – maybe even literally – and you've overcome obstacles that would have floored a lesser person. You don't just have star quality, you ARE a star. You've built what looks like outrageous success to others. If you're in the business world, you've hit leaderboards. If you're in the entertainment industry, you've hit charts. You've heard the applause, won the awards, seen your face in the pages of magazines – or on the front covers of them – and you're a star in your niche. However ... although you are absolutely passionate about what you do, and are no longer worried about the bills, something is missing.

What your issues tend to be

Money's not a problem and neither is marketing. You don't just have followers, you have fans. Where things are falling apart is either in time freedom, priorities, or meaning. As far as anybody knows, your life is perfect. It LOOKS perfect. What they don't see is the insane amount of work that goes into creating that appearance, or the pressure there is to keep everything looking amazing no matter what personal issues you have behind the scenes. And as the success has come in, some of the hunger you had at the start has diminished. Now, sometimes, the dream you always had, and that you're blessed to live, kind of feels like a job or even a prison at times. You don't have the anonymity that others take for granted, and for all the great things fame brings to you there are days when you wish someone would just call you on your BS and treat you the same as anyone else. It's hard to tell what's real, who you can trust, who is around you because of what they think you can do for them and who's there because they actually care. It can feel at times as if everyone owns your life but you. Even at the most important or private moments in your life it can be hard not to grab a pic for Instagram, and you almost can't remember what it feels like to close the door on the outside world and have a space in your life that is sacred and just for you and the ones you love. You need to unleash your creativity again, break out of your comfort zone, and challenge yourself again so that you remember why you started this journey, and find your true joy in it once more.

What you need to do right now

First, you need to unpick the version of you that is the brand from the version of you that is your private self. It can help to have a confidential place to be honest about your experiences (I've been a confidante to 'A list' celebrities since the mid-1990s, so you're safe to do that with me). Next, you need to reassess your life from where you are rather than where you've been, so that you can find a way to live that is as full of meaning as it is of financial abundance.



Ambitious Alice / Ambitious Aloysius*

*IT RHYMES WITH AMBITIOUS. ALOE-WISHUS. TRY IT OUT. 😊

As an Ambitious Alice or Ambitious Aloysius you're a newbie to the world of entrepreneurship. You may have left school or university and realized that getting a job doesn't appeal to you, or maybe you ignored that suspicion when it first appeared, and have been working in a job for a few years. The cubicle feels like a prison and the end of each day can't come soon enough. You talk your friends' ears off about your dreams and plans, and although they can be supportive at times you may feel like the freak of the group, as everyone else settles into 'proper' jobs that you find suffocating. At times, you look ahead and feel absolute dread about the idea of a life spent with someone else as your boss. In your free time, you may have set up a blog or scribbled down a sketch of a business plan, drafted out a novel or album, or maybe you joined an affiliate or network marketing company, but you're not getting the support and mentorship you need to turn those first steps into anything meaningful. Family expectations weigh heavily on you, and you yearn to define yourself in your own way. You may be able to source funding from parents if you're young enough and they have the resources, but they won't go for it unless you have a watertight business plan, or some concrete results, and right now you wouldn't know where to start.

What your issues tend to be

You need to share your ideas with someone who's been there (I set up my first profitable business when I was 17, so I totally get it) who will listen with an open mind to your ideas, show you what's amazing about them, and call you on your BS. School and university prepared you for life in employment, so part of your coaching will be about undoing some of that education. Sorry. Has to happen. Whether your dream is to be a YouTube star, Internet Marketer, or creative artist of some kind you need to take responsibility for your own business to do that. You'll be self-employed, and you'll need to be entrepreneurial to succeed. This is particularly the case if you plan to take the indie route.

What you most need right now

You need cashflow. You need evidence both for yourself and others that your gut feelings about indiepreneurship are absolutely spot on. To do that you need to be able to demonstrate that you can pay your bills with what you earn in your own right. To start with, you may need to work another job, and that's fine, but you need to learn the skills as soon as possible that will get you out of the employee world and into your zone of genius. The sooner you're out of the system, the sooner the brainwashing can be undone, and the greater your chance of spectacular success and personal fulfilment. If you need "buy in" from parents to afford coaching, I'm happy to speak to them for you.